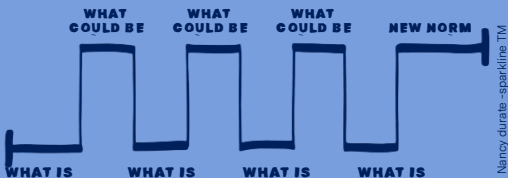




ACT-ivate KNOWLEDGE

How you share the WFG Act matters as much as what you share.



Most people lose their audience not because their content is weak but **because they forget who they're talking to.** Your job is to know them well enough to make the WFG Act feel like **something that was already theirs.** Nancy Duarte analysed history's greatest talks and found they share a common shape -a **rhythm of contrast between what is (the current reality) and what could be (the better future made possible by an idea).** That contrast creates momentum. It **makes ideas feel not just interesting but urgent, necessary, and achievable.** This card shows you how to use that structure when training on the WFG Act.

KNOWLEDGE

1. **Before you design a single slide, map your sparkline** (see front of card) . On one side write what is — the reality your participants are living right now (targets missed, short-term pressures, decisions made without future generations in mind). On the other side write what could be — what becomes possible when the WFG Act is genuinely embedded.
2. **The sparkline is the outline of your presentation.** Make sure that it moves between tension and possibility throughout.
3. **Use the S.T.A.R. moment** (Something They'll Always Remember). Build towards one moment of transformation in your session: a surprising case study or a bold question that reframes everything. That's what people carry out of the room.
4. **Combine story and data deliberately.** Data without story is forgettable. Story without data is unconvincing. Use case studies from the Act.ivate webpage to inspire your participants.

WORKS WITH



Any activity which requires you as a facilitator to impart new knowledge with the trainees.

SOURCE

This activity takes inspiration from **Nancy Durate's** work specifically *Resonate*. She has developed a technique for scripting presentations called a SparkLine (which she has trademarked). For more inspiration you can search for Nancy's TED talk which explains her research.

